

1      **SYSTEM AND METHOD FOR EXTRACTING DEMOGRAPHIC INFORMATION**

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3                **ABSTRACT OF THE DISCLOSURE**

4                A system and method for extracting demographic information from a contact  
5    is disclosed. The method discloses: initiating a dialog between a contact and a call  
6    handling system; selecting a set of demographic characteristics; assigning a set of  
7    acoustic confidence scores; assigning a set of substantive confidence scores;  
8    combining the acoustic and substantive confidence scores; and tailoring information  
9    presented to the contact using the set of combined confidence scores. The system  
10   discloses: an Interactive Voice Response module for initiating a dialog between a  
11   contact and a call handling system, and selecting a set of demographic characteristics;  
12   an acoustic classifier for assigning a set of acoustic confidence scores; a substantive  
13   classifier for assigning a set of substantive confidence scores; and a data combiner for  
14   combining the acoustic and substantive confidence scores. The Interactive Voice  
15   Response module also tailors information presented to the contact using the set of  
16   combined confidence scores.